Hifi

Likely to buy...

Components Purchased Separately	Compact System	2.0%
	Amplifier	1.2%
	Cassette Deck	3.8%
	Compact Disc Player	2.3%
	Equalizer	1.3%
	Receiver	3.0%
	Speakers	3.4%
	Tuner	1.6%
	Headphones	2.4%
	Racked System	1.2%

Where they buy...

	Compact System	Components Purchased Separately	Headphones	Racked System
Appliance TV Store	12.2%	6.9%	2.6%	8.0%
Catalog Showroom	3.8%	3.4%	4.1%	4.0%
Catalog Store (Sears, etc.)	21.7%	8.3%	8.2%	22.7%
Department Store	12.9%	4.9%	8.2%	13.3%
Discount Store	11.0%	4.7%	14.4%	12.0%
Electronics Specialty Store	10.6%	19.1%	22.1%	6.7%
Hifi Store	6.1%	36.8%	16.9%	9.3%
Received as gift	8.4%	4.5%	10.8%	8.0%
Other	13.3%	11.4%	12.7%	16.0%

Prime Targets...

CD PLAYER

Head of household: under 30 years old

Size of household: one

Household income: $20,000 to $50,000

Best market: Western states

Other:
Although the CD player is a relatively young product, 7.1% of the households planning a purchase this year already own one. And all of these people are planning to use the new player as a replacement for an earlier model.

Home, Portable and Car Audio

Likely to buy...

	Boombox	1.1%
	Personal Portable Stereo	2.8%
Radio	Clock	7.3%
Radio	Portable	4.0%
Radio	Tabletop	3.1%
	Car Stereo (aftermarket)	2.5%

Where they buy...

	Boombox	Personal Portable Stereo	Radio: Clock	Radio: Portable	Radio: Tabletop	Car Stereo (aftermarket)
Appliance TV Store	5.6%	5.7%	3.8%	5.5%	8.8%	1.1%
Car Stereo Specialist	—	—	—	—	—	25.5%
Catalog Showroom	8.3%	6.6%	9.2%	6.4%	5.5%	2.7%
Catalog Store (Sears, etc.)	22.2%	10.4%	14.6%	13.5%	16.8%	9.2%
Department Store	15.7%	13.3%	12.6%	13.9%	11.8%	2.7%
Discount Store	14.8%	22.7%	21.2%	23.3%	20.3%	8.7%
Electronics Specialty Store	9.3%	5.2%	3.8%	7.1%	6.5%	19.6%
Hifi Store	6.5%	6.2%	—	—	1.3%	13.0%
Received as gift	12.0%	21.8%	20.1%	17.0%	13.3%	3.8%
Other	5.6%	8.1%	14.7%	13.3%	15.7%	13.7%

Prime Targets...

CAR STEREO

Head of household: under 30 years old

Size of household: three or more

Household income: $30,000 to $50,000

Best market: North Central states

Other:
Of those people planning to purchase an aftermarket car stereo, 36.7% currently own one. Of this group, exactly half will be purchasing the unit as a replacement, half as an addition.

Telephones and Answering Machines

Likely to buy...

Corded Telephone	10.4%
Cordless Telephone	4.9%
Answering Machine	4.7%

Where they buy...

	Corded Telephone	Cordless Telephone	Answering Machine
Appliance/TV Store	—	2.2%	5.0%
Catalog Showroom	2.7%	8.1%	18.2%
Catalog Store (Sears, etc.)	3.2%	6.6%	7.4%
Department Store	4.8%	8.8%	10.7%
Discount Store	9.8%	19.1%	9.1%
Electronics Specialty Store	5.1%	14.0%	20.7%
Telephone Specialty Store	34.1%	11.8%	5.0%
Received as gift	6.1%	19.1%	9.9%
Other	34.2%	10.3%	14.0%

Prime Targets...

CORDED TELEPHONE

Head of household: under 30 years old
Size of household: three or more
Household income: under $20,000
Best market: North Central states

Other:
Again, most families planning to buy a telephone this year, 84%, already own at least one (as opposed to leasing). In 40.5% of the cases, the new phone will replace an older model. But 59.5% of the time, it will be treated as an addition.

Computers and Games

Likely to buy...

Home Computer	6.8%
Videogame	1.7%

Where they buy...

	Home Computer	Videogame
Appliance/TV Store	2.0%	4.4%
Catalog Showroom	4.7%	10.0%
Catalog Store (Sears, etc.)	7.4%	20.0%
Computer Specialty Store	30.4%	—
Department Store	3.4%	11.7%
Discount Store	15.5%	22.2%
Electronics Specialty Store	14.9%	7.2%
Video Specialty Store (hardware)	1.4%	1.7%
Received as gift	11.5%	9.4%
Other	8.8%	13.4%

Prime Targets...

HOME COMPUTER

Head of household: under 40 years old
Size of household: three or more
Household income: $30,000 to $50,000
Best market: North Central states

Other:
A large 25.6% of the households planning to purchase a computer this year have children under 12. Some 14.6% of the families planning to purchase a computer will be buying their second and 70% of them will be using it as an additional rather than as a replacement purchase.

Personal Electronics

Likely to buy...

Calculator, desktop	3.9%
Calculator, hand-held	8.2%
Quartz Watch, analog	4.6%
Quartz Watch, digital	8.3%
Radar Detector	1.4%

Where they buy...

	Calculator, desktop	Calculator, hand-held	Quartz Watch, analog	Quartz Watch, digital	Radar Detector
Car Stereo Specialist	—	—	—	—	3.3%
Catalog Showroom	12.2%	8.2%	9.0%	9.7%	3.3%
Catalog Store (Sears, etc.)	13.7%	8.1%	11.8%	9.9%	—
Department Store	9.4%	14.1%	17.0%	12.0%	3.3%
Discount Store	21.6%	29.0%	18.3%	27.6%	13.3%
Electronics Specialty Store	7.5%	7.0%	—	—	40.0%
Received as gift	14.1%	18.2%	24.3%	24.0%	10.0%
Other	21.5%	15.4%	19.6%	16.8%	26.8%

Prime Targets...

HAND-HELD CALCULATOR

Head of household: 50 to 64 years old

Size of household: three or more

Household income: under $20,000

Best market: North Central states

Other:

An overwhelming portion of the households planning to buy a hand-held calculator already own one, 84.8%, to be exact. Of this group, 60.7% will buy the product as a replacement, 39.3% as an addition. There are children under 12 in 22.2% of the homes planning to make a purchase.

Software

Likely to buy...

Blank Audiotape	8.0%
Blank Videotape	15.3%
Prerecorded Videotape	7.0%
Computer: Game	7.5%
Computer: Educational	7.3%
Computer: Personal Productivity	6.1%
Computer: Business	6.2%
Videogame Cartridge	9.0%

Where they buy...

	Blank Audiotape	Blank Videotape	Prerecorded Videotape	Computer: Game	Computer: Educational	Computer: Business	Videogame Cartridge
Appliance/TV Store	1.9%	5.8%	1.5%	—	—	—	—
Catalog Showroom	1.9%	4.2%	—	5.2%	7.5%	6.8%	3.4%
Catalog Store (Sears, etc.)	6.5%	5.8%	4.5%	7.8%	9.4%	2.3%	8.7%
Computer Specialty Store	—	1.1%	—	27.3%	30.2%	52.3%	1.3%
Department Store	5.6%	7.4%	3.0%	5.2%	3.8%	2.3%	14.1%
Discount Store	28.0%	34.4%	9.1%	16.9%	7.5%	9.1%	39.6%
Electronics Specialty Store	14.0%	6.3%	7.6%	11.7%	9.4%	6.8%	4.7%
Hifi Specialty Store	15.0%	1.6%	3.0%	—	—	—	—
Video Specialty Store (hardware)	—	5.3%	12.1%	—	—	—	2.0%
Video Specialty Store (software)	1.9%	6.9%	28.8%	1.3%	3.8%	—	2.7%
Received as gift	2.8%	2.6%	1.5%	2.6%	5.7%	4.5%	4.0%
Other	22.4%	18.6%	28.9%	22.0%	22.7%	15.9%	19.5%

Prime Targets...

BLANK VIDEOTAPE

Head of household: 30 to 39 years old

Size of household: three or more

Household income: $30,000 to $50,000

Best market: North Central and Western states

Other:

The average household responding to the survey owns 13 blank videotapes. Breaking out just respondents who own VCR's, 56.9% plan to buy blank videotape this year.

Electronics Furniture

Likely to buy...

Audio (components)	2.0%
Audio/Video Centers	1.5%
Home Computer Tables	3.7%
Microwave Oven Carts	4.8%
Television Carts	2.4%
TV/VCR/Videodisc Player Carts	1.9%

Where they buy...

	Audio (components)	Audio Video Centers	Home Computer Tables	Microwave Oven Carts	Television Carts	TV VCR Videodisc Player Carts
Appliance TV Store	12.2%	15.0%	—	21.1%	29.9%	11.3%
Catalog Showroom	3.6%	1.7%	12.9%	5.3%	4.3%	5.7%
Catalog Store (Sears, etc.)	13.7%	11.7%	9.7%	24.4%	14.7%	15.1%
Computer Specialty Store	—	—	12.9%	—	—	—
Department Store	8.6%	15.0%	—	10.2%	7.6%	5.7%
Discount Store	9.6%	6.7%	32.3%	9.8%	9.8%	13.2%
Electronics Specialty Store	6.1%	3.3%	—	—	3.3%	3.8%
Furniture Store	12.7%	15.0%	16.1%	4.5%	5.4%	11.3%
Hifi Specialty Store	10.7%	5.0%	—	—	—	3.8%
Video Specialty Store (hardware)	—	—	—	—	—	5.7%
Received as gift	6.1%	—	9.7%	9.8%	5.4%	1.9%
Other	16.7%	26.6%	6.4%	14.9%	19.6%	22.5%

Prime Targets...

AUDIO/VIDEO CENTERS

Head of household: 50 to 64 years old

Size of household: all sizes equal

Household income: $20,000 and under

Best market: North Central states

Other:
Many of the households in the market for furniture to hold an audio/video system, 38.9%, already own some sort of electronics furniture.

Cooking

Likely to buy...

Microwave Oven	8.4%
Range	5.2%

Where they buy...

	Microwave Oven	Range
Appliance/TV Store	26.0%	26.4%
Builder/Remodeler	2.1%	16.2%
Catalog Showroom	2.3%	—
Catalog Store (Sears, etc.)	28.1%	21.1%
Department Store	6.9%	4.6%
Discount Store	6.1%	2.6%
Microwave Specialty Store	6.1%	—
Received as gift	10.4%	2.3%
Other	11.4%	26.3%

Prime Targets...

MICROWAVE OVEN

Head of household: 39 years old and under
Size of household: three or more
Household income: $20,000 and under
Best market: North Central states

Other:
Of those households planning to buy a microwave oven this year, 17.8% already own one, and all of them are making a replacement purchase. There are children under 12 in 25.7% of the homes planning to buy.

Cleanup

Likely to buy...

Dishwasher	4.8%
Trash Compactor	1.3%
Disposer	2.8%

Where they buy...

	Dishwasher	Trash Compactor	Disposer
Appliance/TV Store	26.0%	21.4%	10.2%
Builder/Remodeler	18.5%	9.5%	30.8%
Catalog Store (Sears, etc.)	28.3%	38.1%	19.4%
Department Store	2.6%	4.8%	1.0%
Discount Store	3.6%	2.4%	6.7%
Received as gift	2.6%	2.4%	1.6%
Other	18.4%	21.4%	30.3%

Prime Targets...

DISHWASHER

Head of household: 30 to 39 years old
Size of household: three or more
Household income: $20,000 to $30,000
Best market: Northeastern states

Other:
Of those planning to purchase a dishwasher, 46.6% say they already own one. The new unit will be a replacement 95.7% of the time and an addition 4.3%. There are children under 12 in 22.4% of the homes planning a purchase.

Laundry

Likely to buy...

Washer	8.4%
Dryer	7.3%

Where they buy...

	Washer	Dryer
Appliance TV Store	31.9%	30.8%
Builder Remodeler	2.2%	2.4%
Catalog Store (Sears, etc.)	39.5%	34.2%
Department Store	7.5%	8.1%
Discount Store	2.9%	2.8%
Received as gift	2.9%	2.8%
Other	12.8%	13.9%

Prime Targets...

WASHER

Head of household: 50 to 64 years old
Size of household: three or more
Household income: $20,000 and under
Best market: North Central states

Other:
Of those planning to purchase a washer, 78.2% already own one and say that the new unit will be a replacement. There are children under 12 in 1? 8% of the homes planning to buy this year.

Air Conditioning and Refrigeration

Likely to buy...

Air Conditioner	4.0%
Refrigerator	6.4%
Freezer	3.9%

Where they buy...

	Air Conditioner	Refrigerator	Freezer
Appliance TV Store	27.8%	33.4%	28.3%
Builder Remodeler	4.9%	6.1%	—
Catalog Store (Sears, etc.)	27.5%	28.9%	39.1%
Department Store	4.7%	6.9%	5.0%
Discount Store	4.4%	3.4%	5.5%
Received as gift	5.7%	3.2%	3.8%
Other	25.0%	18.1%	18.3%

Prime Targets...

REFRIGERATOR

Head of household: 50 to 64 years old
Size of household: three or more
Household income: $20,000 and under
Best market: North Central states

Other:
Of those planning to buy a refrigerator, 93.5% already own one. Of those who do, 94.5% will treat the new unit as a replacement, 5.5% as an addition. There are children under 12 in 19.5% of the homes planning to buy a refrigerator this year.

Kitchen Electrics

Likely to buy...

Blender	4.9%
Can Opener	6.7%
Coffee Grinder	1.2%
Coffee Maker	8.1%
Food Processor	4.7%
Iron	7.7%
Mixer (portable)	5.2%
Mixer (stand)	2.8%
Popcorn Maker (hot air)	3.3%
Popcorn Maker (oil)	1.7%
Toaster	5.7%
Toaster-Oven Broiler	3.9%
Wok	2.4%

Where they buy...

	Blender	Can Opener	Coffee Grinder	Coffee Maker	Food Processor	Iron	Mixer (portable)
Catalog Showroom	4.8%	5.0%	8.6%	6.2%	9.8%	6.0%	5.0%
Catalog Store (Sears, etc.)	12.1%	8.6%	—	9.2%	15.5%	11.6%	9.3%
Department Store	11.8%	11.1%	13.8%	15.7%	12.8%	16.2%	12.1%
Discount Store	20.6%	25.9%	5.2%	25.5%	16.5%	25.1%	21.9%
Drug Store	—	—	3.4%	1.4%	1.5%	1.0%	—
Housewares Store	2.3%	2.1%	3.4%	1.4%	1.2%	2.2%	2.2%
Housewares/Hardware Store	9.7%	7.9%	17.2%	8.7%	8.2%	7.4%	10.1%
Received as gift	29.2%	28.5%	20.7%	24.1%	24.4%	17.3%	29.2%
Other	9.5%	10.9%	27.7%	7.8%	10.1%	13.2%	10.2%

	Mixer (stand)	Popcorn Maker (hot air)	Popcorn Maker (oil)	Toaster	Toaster-oven Broiler	Wok
Catalog Showroom	7.9%	9.1%	7.5%	3.1%	7.8%	4.8%
Catalog Store (Sears, etc.)	10.4%	9.1%	11.4%	10.7%	8.1%	3.6%
Department Store	14.0%	11.5%	7.8%	13.6%	14.2%	14.4%
Discount Store	14.8%	23.3%	20.4%	22.6%	23.5%	13.5%
Drug Store	—	1.3%	—	—	—	1.0%
Housewares Store	2.5%	—	—	1.9%	1.3%	1.0%
Housewares/Hardware Store	11.1%	8.8%	10.2%	9.1%	7.8%	8.7%
Received as gift	27.8%	28.7%	34.9%	25.2%	25.2%	37.5%
Other	11.5%	8.2%	7.8%	13.8%	12.1%	15.3%

Prime Targets...

COFFEE MAKER

Head of household: 50 to 64 years old

Size of household: three or more

Household income: $20,000 and under

Best market: North Central states

Other:
Of those planning to buy, 78.4% already own an electric coffee maker. And of this group, 85.2% will use their new one as a replacement, 14.8% as an addition.

Personal Care

Likely to buy...

Curling Brush/Iron	5.7%
Hair Dryer	6.6%
Hair Setter	2.0%
Shaver	3.7%

Where they buy...

	Curling Brush/Iron	Hair Dryer	Hair Setter	Shaver
Catalog Showroom	6.2%	7.4%	9.2%	9.5%
Catalog Store (Sears, etc.)	7.9%	10.5%	9.9%	9.9%
Department Store	14.1%	13.8%	9.6%	10.3%
Discount Store	32.3%	30.8%	30.5%	22.9%
Drug Store	9.5%	6.1%	5.1%	8.1%
Housewares/Hardware Store	—	1.1%	—	2.5%
Received as gift	13.5%	18.2%	23.6%	26.4%
Other	16.5%	12.1%	12.1%	10.4%

Prime Targets...

HAIR DRYER

Head of household: 30 to 39 years old

Size of household: three or more

Household income: $20,000 and under

Best market: North Central states

Other:
Of those planning to purchase a hair dryer, 92.4% say they already own one, and 92.3% of them say it will be a replacement purchase. The rest will buy dryers to use as additions to their collection.

Home Healthcare

Likely to buy...

Bathroom scale	7.2%
Blood Pressure Monitor	2.3%
Digital Thermometer	4.1%
Foot Bath/Massager	1.7%
Shower Massager	2.7%

Where they buy...

	Bathroom Scale	Blood Pressure Monitor	Digital Thermometer	Foot Bath/ Massager	Shower Massager
Catalog Showroom	6.7%	7.3%	7.5%	9.3%	9.7%
Catalog Store (Sears, etc.)	12.0%	12.2%	13.2%	11.1%	8.5%
Department Store	12.4%	3.3%	3.8%	11.1%	9.3%
Discount Store	21.5%	13.8%	18.9%	14.8%	19.5%
Drug Store	3.4%	36.6%	24.5%	8.3%	6.8%
Housewares Store	1.6%	—	—	—	1.7%
Housewares/Hardware Store	3.6%	—	1.9%	2.8%	7.6%
Received as gift	23.0%	9.8%	9.4%	35.2%	24.6%
Other	15.8%	17.0%	20.8%	7.4%	12.3%

Prime Targets...

DIGITAL THERMOMETER

Head of household: 50 to 64 years old

Size of household: three or more

Household income: $20,000 and under

Best market: Western states

Other:
Of those planning to buy a digital thermometer, 8.2% are familiar with the product, having owned one in the past. There are children under 12 in 28.6% of the homes planning a purchase.

Air Treatment

Likely to buy...

Air Purifier	2.6%
Fan	3.0%
Fan (ceiling)	9.2%
Heater (electric)	2.5%
Heater (kerosene)	2.2%
Humidifier (standard)	2.2%
Humidifier (ultrasonic)	1.2%

Where they buy...

	Air Purifier	Fan	Ceiling Fan	Electric Heater	Kerosene Heater	Standard Humidifier
Catalog Showroom	8.8%	2.5%	3.7%	3.8%	1.9%	3.9%
Catalog Store (Sears, etc.)	15.0%	14.5%	11.5%	16.5%	12.1%	17.6%
Department Store	10.2%	14.5%	10.2%	10.4%	7.0%	7.0%
Discount Store	24.5%	33.0%	16.1%	22.1%	15.9%	11.7%
Drug Store	4.1%	3.7%	—	1.5%	—	7.4%
Home Center	—	1.4%	13.9%	2.0%	6.4%	5.1%
Housewares Store	2.7%	—	2.2%	2.3%	1.3%	2.0%
Housewares/Hardware Store	3.4%	9.0%	13.6%	15.7%	31.2%	12.9%
Received as gift	23.8%	9.0%	7.1%	11.2%	5.7%	10.9%
Other	7.5%	12.4%	21.7%	14.5%	18.5%	21.5%

Prime Targets...

CEILING FAN

Head of household: 50 to 64 years old
Size of household: three or more
Household income: $20,000 and under
Best market: North Central states

Other:
Of those people planning to buy a ceiling fan, 45% are already familiar with the product, owning one or more. And 89.2% of them are pleased enough with the product, that they are going to install a second or a third or...The rest, 10.8%, are planning to replace an existing model.

Floor Care

Likely to buy...

Canister Vacuum	5.2%
Upright Vacuum	5.7%
Stick Vacuum	1.2%
Hand-held Vacuum	1.7%

Where they buy...

	Canister Vacuum	Upright Vacuum	Stick Vacuum	Hand-held Vacuum
Catalog Showroom	3.4%	3.6%	8.6%	6.6%
Catalog Store (Sears, etc.)	26.1%	18.5%	12.9%	9.6%
Department Store	9.4%	15.5%	16.3%	7.2%
Discount Store	10.4%	9.9%	19.6%	17.5%
Furniture Store	1.4%	3.8%	1.0%	—
Home Center	—	—	1.0%	1.8%
Housewares/Hardware Store	2.6%	3.3%	3.3%	4.8%
Vacuum Specialty Store	20.2%	18.0%	3.8%	1.8%
Gift	9.0%	10.4%	19.6%	36.1%
Other	17.5%	17.0%	13.9%	14.6%

Prime Targets...

UPRIGHT VACUUM

Head of household: 50 to 64 years old
Size of household: three or more
Household income: $20,000 and under
Best market: North Central states

Other:
Of those planning to purchase an upright vacuum, 79.4% already own one and 97% of them are buying the new vac as a replacement.

Clocks

Likely to buy...

Decorative Wall	3.4%
Kitchen Wall	4.6%
Alarm	4.2%
Desk/Table/Occasional	1.7%

Where they buy...

	Decorative Wall	Kitchen Wall	Alarm	Desk/Table/ Occasional
Catalog Showroom	5.1%	7.0%	8.1%	7.3%
Catalog Store (Sears, etc.)	6.4%	7.7%	9.9%	8.8%
Department Store	9.6%	12.6%	14.1%	11.1%
Discount Store	11.5%	21.3%	29.7%	20.7%
Drug Store	—	—	6.0%	1.6%
Furniture Store	2.0%	—	—	1.3%
Housewares Store	1.5%	2.1%	—	—
Housewares/Hardware Store	1.9%	3.8%	3.7%	1.6%
Jewelry Store	1.2%	—	—	1.0%
Variety Store	1.0%	1.8%	2.6%	1.0%
Received as gift	40.4%	27.3%	13.5%	31.1%
Other	19.4%	16.4%	12.4%	14.5%

Prime Targets...

ALARM CLOCK

Head of household: 50 to 64 years old

Size of household: three or more

Household income: $20,000 and under

Best market: South Atlantic states

Other:

Of those planning to purchase an alarm clock, 96.1% already own one. Of that group, 77.1% will use the new clock as a replacement; for 22.9%, it will be an addition.

Cookware

Likely to buy...

Metal	11.2%
Plastic (including microwave)	10.0%
Ceramic	3.6%
Stoneware	3.8%
Glass	10.5%

Where they buy...

	Metal	Plastic	Ceramic	Stoneware	Glass
Catalog Showroom	3.0%	2.7%	3.4%	3.6%	2.2%
Catalog Store (Sears, etc.)	9.7%	8.7%	9.1%	10.9%	7.6%
Department Store	19.4%	16.2%	15.2%	19.1%	17.8%
Discount Store	23.2%	29.2%	16.6%	12.4%	26.0%
Housewares Store	4.9%	3.3%	5.0%	4.1%	4.3%
Housewares/Hardware Store	7.1%	4.4%	5.2%	3.9%	5.9%
Microwave Specialty Store	—	3.5%	—	—	—
Supermarket	2.6%	2.7%	—	2.8%	3.5%
Variety Store	1.9%	2.1%	1.8%	1.8%	3.3%
Received as gift	12.6%	11.8%	24.5%	22.7%	17.1%
Other	15.6%	15.4%	19.2%	18.7%	12.3%

Prime Targets...

PLASTIC COOKWARE

Head of household: under 30 years old

Size of household: three or more

Household income: $20,000 and under

Best market: North Central states

Other:

Most people planning to buy plastic cookware, 77.5%, are already familiar with the product and have some at home. In 85.5% of the cases, the cookware that will be purchased this year will be used in addition to what these consumers currently have. But 14.5% of the time, it will be used to replace plastic pieces now in use.

Home Security and Outdoor Products

Likely to buy...

Smoke Detector	10.7%
Intrusion Device (self-installed)	1.7%
Gas Grill	3.2%
Charcoal Grill	4.6%
Electric Bug Killer	4.2%

Where they buy...

	Smoke Detector	Intrusion Device	Gas Grill	Charcoal Grill	Electric Bug Killer
Catalog Showroom	4.4%	2.7%	3.0%	4.7%	2.9%
Catalog Store (Sears, etc.)	11.0%	8.1%	15.7%	8.3%	19.9%
Department Store	9.0%	2.7%	9.3%	9.0%	5.9%
Discount Store	17.7%	8.1%	13.4%	27.4%	25.7%
Drug Store	2.0%	—	1.1%	2.6%	—
Home Center	4.1%	2.7%	4.9%	1.9%	5.9%
Housewares/Hardware Store	7.9%	16.2%	7.5%	9.0%	11.8%
Supermarket	—	2.7%	1.1%	1.7%	—
Variety Store	—	2.7%	1.5%	—	—
Received as gift	15.7%	8.1%	16.8%	18.0%	14.0%
Other	28.2%	46.0%	25.7%	17.4%	13.9%

Prime Targets...

GAS GRILL

Head of household: under 39 years old

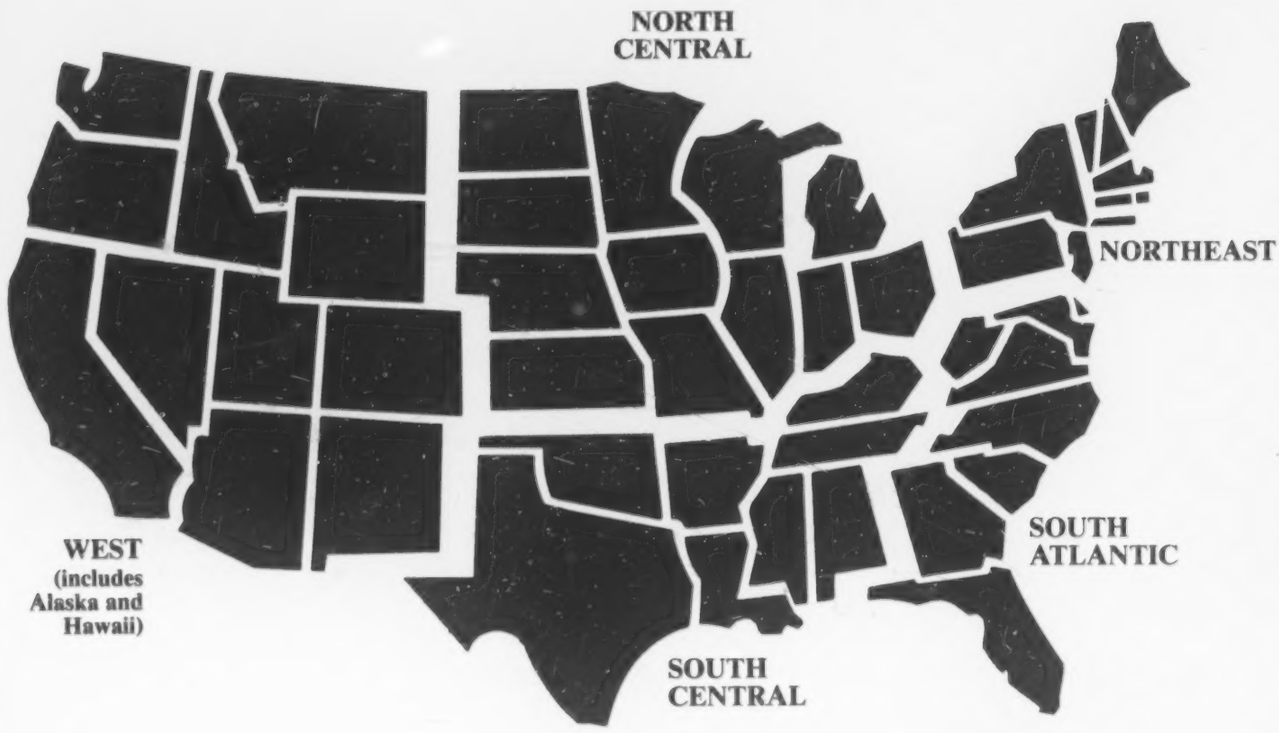
Size of household: three or more

Household income: $20,000 to $30,000

Best market: North Central states

Other:

A whopping 84.2% of the people planning to purchase a gas grill this year have never owned one before. And 31.6% of the people who say they will make a purchase have children under 12 at home.



Northeast

Major appliances are the best bet

ELECTRONICS

The size of the market notwithstanding, on an individual-by-individual basis, consumers in the Northeast appear to be less interested in electronics purchases than are people in the rest of the country. But when they do buy, they tend to buy big, opting for the expensive, the innovative or the downright gadgety: High on their lists this year are projection TV's, mini TV's and cordless phones.

The northeastern consumer is also big on basics. Those polled plan to dramatically increase their purchases of color TV's this year; and portable radios continue to sell well. They tend to be a faithful lot too: The videogame should do better in the Northeast than in any other part of the country in 1985.

Convenience appears to be a key motivating factor. Racked audio systems are very popular with this group, although it is at the expense of separate component sales.

As individuals, the northeasterners claim that they are not as interested in compact stereos and boomboxes as are people in the other regions. They're also not as hot on electronics furniture, although they tend to own a lot of TV carts already.

Once hot products that appear to be losing out in the region include video cameras, personal portable stereos, clock radios, calculators and digital watches.

Looking at the stores where they shop, the northeastern consumers tend more heavily towards discount and department stores. As in the rest of the country, appliance/TV stores are popular. But there is less reliance on catalog stores such as Sears, electronics specialty stores and catalog showrooms.

MAJOR APPLIANCES

This year finds people in the Northeast comparatively big on major appliances. The region can expect to do well in dishwashers, ranges, room air conditioners and compact refrigerators, with the first two in particular coming on strong.

Relatively low on the list are freezers, both full size and compact.

The consumers polled reported that they rely heavily on appliance/TV stores for their major appliances, followed closely by the catalog stores. Department stores continue to play a role.

HOUSEWARES

Although individuals in the Northeast indicate that they plan to purchase fewer electrical housewares per person than people in much of the rest of the country, they do have a healthy appetite for the basics.

Heading this list are blenders, portable hand mixers, toasters, fans, decorative kitchen and wall clocks and ceramic cookware. Also expected to do relatively well are irons, toaster-oven/broilers, canister vacuums and gas grills. And consumers are showing an increased interest in stand mixers, electric woks, hair dryers, glass cookware and charcoal grills.

Relatively low on the priority list are oil popcorn makers, floor polishers, air treatment devices (including portable electric heaters), home healthcare products, upright vacuums, curling brush/irons, electric grills and alarm clocks.

Although they once did fairly well, products such as stick vacuums, foot bath massagers, desk clocks, intrusion devices and electric bug killers are losing ground, the consumers say.

Northeasterners, like the rest of the country, buy most of their electric housewares in discount stores. But they tend to shop more at department stores and less in catalog stores than consumers in many other regions.

North Central

Major appliances, housewares on top

ELECTRONICS

Consumers in the North Central states report that, compared with the rest of the country, they are very inclined to purchase electronics this year.

What will they be shopping for? Interest is strong in video cameras and aftermarket car audio equipment. Also relatively popular in this region are audio components sold as separates, color TV's, boomboxes, pocket calculators, tabletop VCR's, home computers, radar detectors, telephones and electronics furniture. And coming on strong are mini TV's and personal portable stereos.

Not doing as well in the North Central region, relative to the other areas, are clock radios and digital watches. Projection TV's, equalizers, CD players and blank audiotape are also expected to do better elsewhere. And large drops in sales are projected for black and white TV's and videogames.

Much like the rest of the nation, North Central consumers turn to appliance/TV stores and catalog stores such as Sears for their larger electronics purchases. The mix also includes some department stores, discounters, electronics specialty stores and catalog showrooms, particularly where lower-ticket items are involved.

MAJOR APPLIANCES

A larger percentage of consumers in the North Central states plan to buy major appliances than in any other region. While refrigerators, freezers and microwave ovens top the list, dryers and washing machines should also be riding high. Showing growing strength are compact refrigerators and freezers.

The only appliance not measuring up in the North Central region is the trash compactor.

As for where the consumers shop for these appliances, this region varies little from the rest of the country with appliance/TV, catalog and department stores dominating.

HOUSEWARES

Just like with major appliances, the North Central states rank first in potential housewares sales on a shopper-by-shopper basis. Significant gains should be realized by electric woks, electric heaters, gas and electric grills and electric bug killers. Coffee makers, air purifiers, humidifiers (both standard and ultrasonic), floor polishers, hand-held massagers and microwave cookware also are expected to do well. And food processors, ceiling fans and digital thermometers should sell better than ever.

Once again, when it comes to where they shop, denizens of the North Central region follow most of the rest of the nation, relying heavily on discounters, department stores and catalog stores when it comes to making purchases of electrical housewares.

South Atlantic

A strong market for housewares

ELECTRONICS

Compared with people in other regions, consumers in the South Atlantic states rank near the bottom when it comes to buying electronics this year. The only items that they are truly enthusiastic about are tabletop VCR's, stereo speakers and table radios. However, projection TV's, stereo components, clock radios, TV stands and blank videotapes should do better than they have in the past.

On the downside, the consumers here indicate much less interest than the others in portable VCR's, headphones, portable radios, car stereo equipment, desktop calculators, home computers and their attendant software, answering machines, electronics furniture (especially for stereos and microwave ovens) and videogame cartridges. Compact stereos and radar detectors, once relatively hot, appear also to be in a state of decline.

When they do buy electronics, residents of the South Atlantic states report that they shop more at electronics specialty stores, especially for products such as VCR's, car stereos, telephones and blank videotape. Although they also rely heavily on appliance/TV stores and catalog stores such as Sears, they also mix in a few more product specialists (in car stereo, video hardware and video software) than do the others. Much of this comes at the expense of department stores.

MAJOR APPLIANCES

Also a relatively weak market for major appliances, the South Atlantic states can be considered the prime area for only the trash compactor.

Compact appliances, apparently once fairly strong, appear to be losing ground.

When shopping for major appliances, residents of the South Atlantic states turn to TV/appliance stores and catalog stores, much like consumers in the other regions. But they tend to mix in a few more discounters and rely on builder/remodelers for products such as room air conditioners. They also shop more at microwave specialty stores when in the market for a microwave oven.

HOUSEWARES

If the South Atlantic states shine anywhere, it's in housewares. Comparatively speaking, it should be the top market for a number of products, especially coffee grinders, curling iron/brushes, hair dryers, shavers, oil popcorn makers and stand mixers. Also predicted to do well this year are kerosene heaters, blood pressure monitors, portable hand mixers, alarm and desk clocks and stone cookware.

Up-and-coming products include upright vacuums and hand-held massagers.

Not performing as well are electric can openers, air purifiers, digital thermometers, decorative wall clocks and electric bug killers. South Atlantic consumers also appear to be losing some interest in ultrasonic humidifiers, foot massagers and glass cookware.

Housewares shoppers in the South Atlantic states find themselves at catalog showrooms more often than other consumers, especially for products such as food processors, blood pressure monitors and wall clocks. At the same time, there is less reliance on discounters for a number of products.

South Central

Outlook is comparatively sluggish

ELECTRONICS

Residents of the South Central states hit right in the middle of the lot in their plans to purchase electronics products this year. On a per capita basis, this should be the hottest market for black and white TV's, portable VCR's, some stereo components (including receivers and equalizers), clock radios, digital watches and cordless phones.

Expected to do better than in the past are video cameras, stereo amplifiers and speakers, telephones and answering machines.

This should, however, be a relatively weak market for a number of key products. These include color TV's, tabletop VCR's, racked systems, personal portable stereos and prerecorded videocassettes. Stereo tuners, analog watches and TV carts are also not expected to fare as well in this market as in others. And desktop calculators, stereo carts, audio/video furniture, microwave oven furniture, computer furniture and videogame cartridges will probably see sales softening.

In shopping for electronics, residents of the South Central states rely more heavily on catalog stores such as Sears for their more expensive products, followed by department stores. There is less reliance on appliance/TV stores. For smaller electronics, they turn more often to discount stores.

MAJOR APPLIANCES

Relatively speaking, the South Central states should be the weakest market for major appliances this year. Saturation is very high, and the consumers polled just don't expect to be making replacement purchases.

Dryers, washers, dishwashers, refrigerators, ranges, microwave ovens, room air conditioners and compact refrigerators and freezers will all be at their weakest in this region.

If any type of store is affected by this, it should be the catalog store, which the consumers report dominates where they buy major appliances, followed by appliance/TV and department stores.

HOUSEWARES

This is another category that can expect to do relatively poorly in the South Central states. Of all the regions, it has the smallest portion of its population planning to make purchases.

Nevertheless, ceiling fans, hair setters, foot bath massagers, hand-held massagers, charcoal grills and especially stick vacuums and self-installed intrusion devices are expected to do well. Shavers and desk clocks may exhibit more strength than in the past.

On the downside, however, are a wide variety of products, especially can openers, food processors, irons, portable hand mixers, microwave cookware, stone cookware and gas and electric grills. Also low on the list are blenders, air purifiers, hand-held vacuums, kitchen clocks and metal, ceramic and glass cookware. Losing ground are products such as oil popcorn makers, electric heaters, upright vacuums, hair dryers, curling iron/brushes, blood pressure monitors and digital thermometers.

People in the South Central states say they do much of their housewares shopping in catalog stores, although discount and department stores fare well too.

West

Electronics come in number one

ELECTRONICS

When it comes toelectronics, people in the West indicated that on an individual-by-individual basis, they plan to buy more this year than do people in any other region. As a result, there are many products that should do better in the West than in any other area.

These include: compact disc players, personal portable stereos, answering machines, virtually all kinds of electronics furniture, blank video- and audiotape, prerecorded videos and computer software. Also expected to do well are cassette decks, compact stereos, headphones, desktop calculators, analog quartz watches and, comparatively speaking, videogame cartridges.

There are, however, a number of electronics products that appear to have peaked in the West. Color TV's, projection TV's, mini TV's, portable VCR's and most audio components (even racked systems) do not appear to be as popular as they once were. Clock radios, telephones and car stereos can also be included in this list.

The western consumers tend to like specialty stores, when available, for their electronics shopping. That means telephone stores, computer stores and car stereo stores all do well. Otherwise, they turn to discounters first for smaller items and appliance/TV stores first for the higher-ticket goods.

MAJOR APPLIANCES

The western states weigh in smack in the middle in this category. Residents hit just about on the average in their purchasing plans.

While no major appliances are expected to perform best here, there are some signs that refrigerator and air conditioner sales should be on the rise.

It's interesting to note that the microwave oven has very high saturation in this area and figures only moderately in the consumers' buying plans for this year.

Major appliances, the consumers say, are bought primarily in catalog stores such as Sears, followed by appliance/TV stores.

HOUSEWARES

Again, the westerners hit right on the average in purchasing plans for housewares. Products that should do comparatively well in this region include can openers, coffee makers, upright vacuums and hand-held vacs. Also high on the list are food processors, air purifiers, shavers, scales, digital thermometers and metal and glass cookware.

Up-and-coming items include bug killers, ultrasonic humidifiers, canister vacuums, kitchen and alarm clocks and gas and electric grills.

Products not expected to do as well in this region include toasters, floor polishers and charcoal grills. Ceiling fans, kerosene heaters, humidifiers, stick vacuums and smoke detectors may also be off somewhat, compared with the rest of the country.

There are signs as well that a few products have peaked. Among them are coffee grinders, air purifiers, portable hand mixers, electric woks, desk clocks, ceramic cookware and self-installed intrusion devices.

The West is the only region so far where shoppers indicate they buy a significant percentage of their housewares products in drug stores. Even so, discount, department and housewares/hardware stores still dominate the market.

Electronics

TV	
Black & White TV	50.5%
Color TV	90.2%
Mini TV	3.2%
Projection TV	1.6%
Video	
Portable VCR	4.7%
Tabletop VCR	19.0%
Video Camera	2.3%
Hifi	
Compact System	21.9%
Components: Cassette Deck	23.2%
Components: Compact Disc Player	3.0%
Components: Equalizer	4.5%
Components: Receiver	24.4%
Components: Speakers	28.3%
Headphones	16.2%
Racked System	6.2%
Home, Portable and Car Audio	
Boombox	9.0%
Personal Portable Stereo	17.6%
Radio: Clock	68.8%
Radio: Portable	57.5%
Radio: Tabletop	33.2%
Car Stereo (aftermarket)	15.3%
Telephones and Answering Machines	
Corded Telephone	75.1%
Cordless Telephone	11.3%
Answering Machine	10.1%
Computers and Games	
Home Computer	12.3%
Videogame	15.0%
Personal Electronics	
Calculator, desktop	21.2%
Calculator, hand-held	73.0%
Quartz Watch, analog	33.3%
Quartz Watch, digital	39.6%
Radar Detector	2.5%
Electronics Furniture	
Audio (components)	16.4%
Audio/Video Centers	5.0%
Home Computer Tables	2.6%
Microwave Oven Carts	22.1%
Television Carts	15.3%
TV/VCR/Videodisc Player Carts	4.4%

Major Appliances

Cooking	
Microwave Oven	48.0%
Range	99.9%*
Cleanup	
Dishwasher	44.5%
Trash Compactor	3.5%
Disposer	26.2%
Laundry	
Washer	80.8%
Dryer	73.1%
Air Conditioning and Refrigeration	
Air Conditioner	32.1%
Refrigerator	99.9%*
Freezer	53.0%
Compact Appliances	
Refrigerator	4.8%
Freezer	1.2%
Washer	1.7%
Dryer	1.5%

*Figure estimated. 20.8% of the respondents rent or lease apartments, and some did not interpret the question correctly. The purpose of this table is to show household penetration of the various products, not necessarily whether the individual household *owns* that product or not.

Housewares

Kitchen Electrics	
Blender	78.5%
Can Opener	70.4%
Coffee Grinder	4.8%
Coffee Maker	64.3%
Food Processor	27.3%
Iron	80.3%
Mixer (portable)	68.7%
Mixer (stand)	39.9%
Popcorn Maker (hot air)	31.1%
Popcorn Maker (oil)	21.2%
Toaster	78.3%
Toaster-Oven/Broiler	44.0%
Wok	8.7%
Personal Care	
Curling Brush/Iron	56.1%
Hair Dryer	76.4%
Hair Setter	24.3%
Shaver	43.0%
Home Healthcare	
Bathroom Scale	69.3%
Blood Pressure Monitor	10.2%
Digital Thermometer	4.4%
Foot Bath/Massager	9.0%
Shower Massager	19.7%
Hand-held Massager	9.7%
Air Treatment	
Air Purifier	12.2%
Fan	36.1%
Ceiling Fan	26.9%
Heater (electric)	32.8%
Heater (kerosene)	13.1%
Humidifier (standard)	21.3%
Humidifier (ultrasonic)	.9%
Floor Care	
Canister Vacuum	52.0%
Upright Vacuum	50.4%
Stick Vacuum	17.4%
Hand-held Vacuum	13.8%
Clocks	
Decorative Wall	49.3%
Kitchen Wall	50.9%
Alarm	72.6%
Desk/Table/Occasional	32.1%
Cookware and Bakeware	
Metal	78.3%
Plastic (including microwave)	43.0%
Ceramic	36.7%
Stoneware	32.2%
Glass	68.1%
Home Security and Outdoor Products	
Smoke Detector	62.9%
Intrusion Device (self-installed)	3.1%
Gas Grill	22.3%
Charcoal Grill	44.3%
Electric Bug Killer	11.3%

Characteristics of the Sample

Region	
Northeast	22.0%
North Central	26.1%
South Atlantic	17.4%
South Central	16.3%
West	18.2%
Age of Household Head	
Under 30	15.3%
30 to 39	20.6%
40 to 49	16.0%
50 to 64	25.6%
65 and over	22.5%
Household Income	
Under $20,000	53.2%
$20,000 to $29,999	22.7%
$30,000 to $49,999	18.7%
$50,000 and over	5.4%
Household Size	
One	23.9%
Two	34.1%
Three and more	42.0%

There were children under 12 in 19.4% of the households

Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

	TITLE	Last month's position	Months on chart
1	The Karate Kid (RCA/Columbia)	1	3
2	Starman (RCA/Columbia)	6	2
3	Falcon and the Snowman (Vestron)	17	2
4	A Soldier's Story (RCA/Columbia)	14	2
5	The Terminator (Thorn EMI/HBO) GP	2	4
6	Nightmare On Elm Street (Media)	12	2
7	Places in the Heart (CBS/Fox)	3	3
8	The Flamingo Kid (Vestron)	18	2
9	Pinocchio (Walt Disney)		1
10	2010 (MGM/UA)	7	2
11	Runaway (RCA/Columbia)	16	2
12	Johnny Dangerously (CBS/Fox)	19	2
13	Missing in Action (MGM/UA)	11	3
14	The Mean Season (Thorn EMI)		1
15	Dune (MCA)	4	3
16	Micky and Maude (RCA/Columbia)	15	2
17	The Cotton Club (Embassy) GP	5	4
18	Protocol (Warner)	10	2
19	The River (MCA)	9	3
20	Into the Night (MCA)		1
21	City Heat (Warner)	13	3
22	Thief of Hearts (Paramount)		3
23	Revenge of the Nerds (CBS/Fox) GPI	23	6
24	Birdy (RCA/Columbia)		1
25	Falling in Love (Paramount)	26	2
26	Country (Touchstone)	27	5
27	Teachers (CBS/Fox)	22	4
28	Body Double (RCA/Columbia) GPI	25	4
29	Ghoulies (Vestron)	24	3
30	Woman in Red (Vestron) GPI	30	5

Top 10 in videocassette sales

1	Jane Fonda's Workout (Karl Lorimar) GPI	1	18
2	Jane Fonda's Prime Time (Karl Lorimar) GPI	2	9
3	Pinocchio (Walt Disney)		1
4	Singing in the Rain (MGM/UA)	6	2
5	We Are The World (Movie Video)	3	2
6	Gone With the Wind (MGM/UA) GPI	4	6
7	Star Trek III: The Search For Spock (Paramount)	7	6
8	WHAM! The Video (Coast)	8	3
9	The Karate Kid (RCA/Columbia)	5	3
10	Prince Live (Warner)		1

Top 5 in laserdisc sales

1	2010 (MGM/UA)		1
2	Star Trek III: The Search For Spock (Paramount)		1
3	The Cotton Club (Embassy) GP	1	1
4	The Karate Kid (RCA/Columbia)	4	2
5	Dune (MCA)	2	3

Top 5 in alternative programs

1	Jane Fonda's Workout (Karl Lorimar) GPI	1	11
2	We Are The World (Movie Video)	3	2
3	Jane Fonda's Prime Time (Karl Lorimar) GPI	2	9
4	Prince Live (Warner)		1
5	Racquel: Total Beauty and Fitness (Thorn EMI)		5

I Indicates videocassettes awaiting their certified shipment of sales or rentals of $1 million dollars, compared to last month's totals. Does the allowance must be made to exclude the gross revenue (IFTA).

P This designates platinum, has sold 100,000 units per videocassette and has sales of at least $3 million (RIAA/Video).

G This designates gold, has sold 50,000 units per videocassette and has sales of at least $2 million (RIAA/Video).

(For non-theatrical products, the RIAA certifies a Gold award for 20,000 units or value of $500,000 at suggested retail price. Platinum awards are given to tapes with 40,000 units or at least $1.0 million in suggested retail value.)

VIDEO/NEW RELEASES

CBS/FOX

THE COMPLEAT AL (1985) "Weird Al" Yankovic, probably best known for his Michael Jackson parody, Eat It, performs eight selections on his new video, including I Lost on Jeopardy, Eat It and Like a Surgeon. Also included is a brief bio of Al, behind-the-scenes segments, portions of his three four-hour MTV specials and his recent trip to Japan. *Color 97 minutes VHS hifi Beta hifi stereo C: $29.98.*

PORKY'S REVENGE (1985) The kids of Angel Beach High are back. In the sequel to Porky's, they again wage war against Porky, who runs a sleazy nightclub. Playmate of the Month Kimberly Evenson is featured in this version, as are most of the original cast, which includes Scott Colomby, Dan Monahan and Nancy Mitchell. *Color 95 minutes R VHS hifi Beta hifi C: $79.98.*

EMBASSY

ANTONY AND CLEOPATRA Charlton Heston and Hildegard Neil star in this sumptuous production of William Shakespeare's classic. The action centers on the passionate affair between Mark Antony and Cleopatra as battles rage on land and sea. Directed and adapted for the screen by Heston. *C: $59.95.*

MUSSOLINI AND I A riveting account of the family conflict and political intrigue surrounding the fall of Italy's fascist dictator. Featuring an international cast of Susan Sarandon, Anthony Hopkins, Bob Hoskins, Annie Giradot and Barbara De Rossi. *C: $69.95*

MCA

THE BREAKFAST CLUB (1985) One day in the life of five high school students serving detention together on a Saturday is the focus of this popular film. Strangers when they meet, they learn a great deal about each other during the nine hours in the school library. Featured in the cast are Anthony Michael Hall (the brain), Molly Ringwald (the popular one), Emilio Estevez (the jock), Judd Nelson (the rebel) and Ally Sheedy (the recluse). *Color 92 minutes R VHS hifi Dolby mono Beta hifi mono C: $79.95.*

MGM/UA

MRS. SOFFEL (1985) Diane Keaton plays the title role in this fact-based story of a warden's wife who visits the prisoners and becomes involved in the escape of two death-row inmates. She then becomes involved even more seriously with one of the two (Mel Gibson). The film was made in the jail where the real Mrs. Soffel and the prisoners met. *Color 113 minutes PG-13 VHS hifi Beta hifi stereo C: $79.95.*

PARAMOUNT

FRIDAY THE 13TH, PART V—A NEW BEGINNING (1985) Fortunately for horror fans, Jason is not dead. He comes back to life—hockey mask and all—to terrorize young patients in a secluded halfway house. For those who missed the first four installments, Jason started out slaughtering camp counselors at Crystal Lake. *Color 92 minutes R C: $79.95 LV: $29.95.*

RCA/COLUMBIA

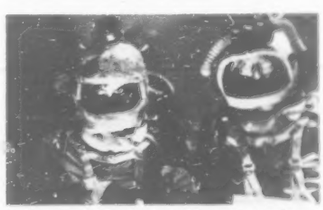
A PASSAGE TO INDIA (1985) Based on E.M. Forster's novel, David Lean's Academy Award winning film concerns Adela Quested (Judy Davis) and her future mother-in-law (Dame Peggy Ashcroft), both Englishwomen traveling in India. Adela befriends an Indian doctor (Victor Banerjee), and the doctor ends up being accused of rape. *Color 163 minutes PG VHS hifi Dolby Beta hifi stereo C: $79.95.*

RKO

CITIZEN KANE (1941) Considered by many to be the greatest film ever made, Citizen Kane is one of 12 classics being released by RKO. Orson Welles produced, co-wrote, directed and starred in this story of Charles Foster Kane, newspaper publisher and would-be politician. The film was loosely based on the life of William Randolph Hearst. Also in the cast are Joseph Cotten, Dorothy Comingore, Ruth Warrick, Everett Sloane and Agnes Moorehead (remember her from Bewitched?) in a cameo role as young Kane's mother. *B/W 119 minutes C: $29.95.*

WALT DISNEY

TOO SMART FOR STRANGERS Winnie the Pooh and a number of his friends help children between the ages of three and 10 learn how to avoid dangerous adults. To prevent child abuse and abduction, the tape focuses on such topics as what is a stranger, say "no" to a stranger, run away fast and tell your parents or a grownup you trust. The program combines live action with songs and sketches utilizing Pooh, Tigger and other characters. *Color 40 minutes C: $29.95.*



20,000 LEAGUES UNDER THE SEA (1954) Captain Nemo (James Mason) steers the Nautilus submarine through various adventures beneath the sea. Kirk Douglas, Peter Lorre and Paul Lukas star as three shipwreck survivors in the adaptation of the Jules Verne novel. *Color 126 minutes Dolby VHS stereo Beta hifi C: $79.95.*